



# ***RI Small Business Advocacy Council***

## **2002 ANNUAL REPORT**

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## **A Message from the Chairman, Lieutenant Governor Charles J. Fogarty**

I am pleased to submit the 2002 annual report of the Small Business Advocacy Council.

As Lieutenant Governor I am proud to serve as Chairman of the Small Business Advocacy Council (SBAC). The council has as its goals improvement of government relations with small businesses, providing easily accessible information for business owners, and providing the assistance necessary for small business owners to get started in Rhode Island.

Throughout the year the council has worked to create an effective working relationship with area Chambers of Commerce, other small business advocacy groups, and most importantly, individual small business owners. Together, under the guidance of the SBAC, issues such as affordable health care, access to technical assistance and the monitoring of legislative business initiatives have been addressed. For more information on the Small Business Advocacy Council, I invite you to visit the Small Business Advocacy Council web site at [www.ltgov.state.ri.us/boards.htm](http://www.ltgov.state.ri.us/boards.htm).

The Small Business Advocacy Council has proven to be an important asset in helping to foster the development of a stronger small business climate in the state.

Sincerely,



Charles J. Fogarty

Lieutenant Governor

Chairman, Small Business Advocacy Council

## **BACKGROUND OF THE SMALL BUSINESS ADVOCACY COUNCIL**

**The RI Small Business Advocacy Council was established to bring together leaders from the private and public sectors with the task of addressing the needs of small business owners in the state. The twenty-member council includes elected officials, small business owners, small business advocates and Chamber of Commerce Directors.**

## **CHAIRPERSONS OF THE COUNCIL**

1994–1996: Lieutenant Governor Robert Weygand

1996–1998: Lieutenant Governor Bernard A. Jackvony

1999–present: Lieutenant Governor Charles J. Fogarty

## **SMALL BUSINESS ADVOCACY COUNCIL**

**(Memberships as of December 31, 2002)**

### **Ex-Officio Members**

<b>Name</b>	<b>Representing</b>
The Honorable Charles J. Fogarty	Office of the Lieutenant Governor
The Honorable Paul J. Tavares Designee: Gary Bliss	Office of the General Treasurer
The Honorable Edward Inman, III Designee: Paul Caranci	Office of the Secretary of State
Senator Marc Cote	Chairman, Joint Committee On Small Business
Representative Thomas J. Winfield	Vice Chairman, Joint Committee On Small Business
Tom Shumpert, Director Designee: Janet Pichardo	Economic Development Corporation
Dr. Lee H. Arnold Designee: Christine Greico	Department of Labor and Training

## **The Governor's Appointments**

<b>Name</b>	<b>Representing</b>
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Curtis Spence	Public Member
Mark Pearson	Public Member
Amanda Whiteleather	Governor's staff

### The Lieutenant Governor's Appointments

Name	Representing
Joshua Miller	Public Member
Janet White	Public Member
Raymond Fogarty	Business related department of higher educational institution

### The Speaker's Appointments

Name	Representing
Rep. Joan B. Quick	Jt. Committee On Small Business, Minority Member
Herbert Wiess	Public Member

### The Senate Majority Leader's Appointments

Name	Representing
John Gregory	Public Member
Edgar Ladoucer	Public Member

### The Secretary of the State's Appointments

Name	Representing
Tim Reinke	Public Member

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## The General Treasurer's Appointments

Name	Representing
David Piacitelli	Public Member

### Section 1.

## 2002 THE SMALL BUSINESS ADVOCACY COUNCIL REPORT

The Small Business Advocacy Council works in the following areas to accomplish its mission: the development and support of legislative initiatives; public information and education, formal advocacy throughout state, local and federal government and minority issues. During 2002 the full Council held four meetings on the following dates. The Council also sponsored two educational forums.

February 20	April 29
October 11	December 19

Copies of all Council meetings are maintained in the office of the Lt. Governor. A summary of the Council's 2002 activities in each of the major areas of its work follows.

### ***I. LEGISLATION and ADVOCACY.***

During the 2002 legislative session the Council took on the role of informing its members of the status of numerous pieces of legislation that had potential effects on small businesses in the state. The Council put together a legislative tracker to update and brief its members of the status of the legislative proposals. In addition, the Council, with the assistance of the

Northern RI Chamber of Commerce, provided a brief summary of each targeted legislative proposal and distributed it among the members.

*During the 2002 legislative session the Council also took on the role of formally advocating for the small business community throughout federal, state, and local government.*

The Council adopted a resolution advocating for the restoration of the federal SBA 7(a) Loan Guarantee Program. This resolution was sent to the Rhode Island congressional delegation as well as US Senator John Kerry in his capacity as Chairman of the Senate Committee on Small Business and Entrepreneurship. Subsequently, this federal loan program was restored.

The Council also sent a formal letter of advocacy to Governor Lincoln Almond requesting that funding be made available for the State Building Code Commission to educate and train contractors to be in compliance with the State's new building code standards.

## **II. PUBLIC INFORMATION AND EDUCATION**

At the four meetings held by the Council, various speakers and presentations were scheduled to inform the members of some of the issues and programs affecting the small business community. Listed below are the presentations put forth before the council during each 2002 meeting. Specific information on topics discussed at council meetings is available in the Office of the Lieutenant Governor.

### **February 20<sup>th</sup>**

- *Dr. Lee Arnold, Director, RI Department of Labor and Training*

#### **" How the RI Department of Labor and Training Can Grow Your Business "**

Dr. Lee Arnold, Director, RI Department of Labor and Training explained to the council the various ways in which the RI DLT

can help small business. Some of the issues discussed where; direct human resource development grants, the Network Rhode Island Program, literacy programs and tax credit programs. Director Arnold also discussed the RI Human Resource Investment Council. The HRIC is responsible for administering employee investment grants for small businesses and excellence training grants for larger companies. For more information on the Department of Labor and Training, please visit their web site at [www.dlt.state.ri.us](http://www.dlt.state.ri.us) .

## **April 29<sup>th</sup>**

- *Thomas Schumpert, Director, Rhode Island Economic Development Corporation*

### ***Rhode Island Economic Development Corporation: The Vision***

Director Thomas Shumpert discussed how the RI EDC plays a critical role in economic initiatives in Rhode Island. Director Shumpert explained to the Council that under his leadership the EDC has regained fiscal integrity, restored relations with the Governor and General Assembly, and restored solid media relations. Director Shumpert addressed a litany of programs and initiatives aimed at attracting new businesses to Rhode Island while at the same time growing the businesses already in place. Director Shumpert also unveiled the new strategic marketing plan entitled RI USA the Freedom to Succeed. This is a marketing plan that was done in cooperation with Verizon to showcase the attractiveness of the Ocean State to prospective businesses that might want to relocate here. Director Shumpert also discussed various loan programs that the RI EDC administers for small businesses. For more information on how the Rhode Island Economic Development Corporation can help your business please visit [www.riedc.com](http://www.riedc.com).

## **September 27<sup>th</sup>**

- *Herbert Weiss, Pawtucket Redevelopment Agency*

## **Integrating the Arts into an Economic Development Plan**

Mr. Weiss began his presentation by referring to Pawtucket as a place not renowned for its arts community a few years ago. He continued by stating that with some initial investments by the city and some local groups the arts community is now a thriving aspect of Pawtucket commerce and economic development. Some of the city initiatives involved tax credits to artists and galleries, designations of areas as art districts. Mr. Weiss continued by explaining the economics of art in that it creates jobs and fills office space, especially in old mill buildings. The Pawtucket arts incentive project is a three and half year project with the support of the city and other local political leaders. He gave an outline of the steps taken to create the project and listed some of the examples of successful art as business ventures. For more information please visit

[www.pawtucketri.com](http://www.pawtucketri.com).

## **December 19<sup>th</sup>**

- *Jerry Schaufeld, Director, RI Slater Technology Fund*

### ***The Rhode Island Samuel Slater Technology Fund and the RI Economy***

Mr. Schaufeld gave an in-depth presentation on the current state of the RI Slater Technology fund as well as his vision for the future of the program. Mr. Schaufeld informed the group of the mission of the Fund. The three main components are to take cutting edge technologies and incorporate them into the commercial market, to build clusters of high tech firms in growth industries, to provide information and resources to entrepreneurs and the those who are key players in a robust economy. Mr. Schaufeld informed the SBAC that there are four Slater Centers that target technology commercialization high tech fields in which Rhode Island has a particular potential or expertise. These areas include biomedical technology, design and manufacturing, marine and environmental technologies and interactive technologies.



Mr. Schaufeld hopes to raise the profile of the program, eradicate any controversy surrounding its management and acquire more state funding. Mr. Schaufeld emphasized the need to attract venture capitalists and "Angel Investors" (retired business people who act as investors, mentors and coaches to the incubator) to mobilize and invest in high tech firms. The Slater Fund is actively recruiting potential investors who, along with state resources, are the primary funding source of these incubator companies. Mr. Schaufeld is excited to lead the Slater Fund in attracting both the investors and the technological talent that will make necessary to develop this critical facet of the Rhode Island economy. For more information on the Slater Technology Fund, please visit [www.ripolicy.org](http://www.ripolicy.org).

### **III. Forums**

*One of the main objectives of the Small Business Advocacy Council is to foster communication between state government, small business advocacy groups and the small business community. In order to facilitate this objective the SBAC developed and initiated a group of regional forums that allowed for a sharing of information between these groups.*

*The purpose of these seminars is to address topics of concern to the small business community that were developed by the Small Business Advocacy Regional Forum Work Group.*

*The topics included financing, SBA services and marketing. These forums also allowed members of the small business community to avail themselves of information and organizations that may be of assistance to them.*

***East Bay Regional Forum 6-3-2002***

## **Logistics**

On June 3, 2002 from 4:30 p.m. -7:00 p.m. in Warren at the Second Story Theatre the Small Business Advocacy Council held the East Bay regional small business forum entitled "The Small Business Advocacy Council Presents: *Survival Tips for Today's Small Business*". The Office of the Lieutenant Governor, the East Bay Chamber of Commerce, the Mount Hope Enterprise Zone and the U.S. Small Business Administration sponsored the Forum.

## **Informational Exhibits**

There were six informational exhibits that were set up to disseminate information to the participants. The informational exhibitors were Workforce Partnership of Rhode Island, the Bank of Newport, The Rhode Island Economic Development Corporation, Rhode Island Manufacturing Extension Services, the U.S. Small Business Administration and the Secretary of State's First Stop Business Information Center.

## **Presenters**

There were three presenters who addressed topics of concern that were identified by the SBAC workgroup. The topics included financing, SBA services and marketing Patricia O'Rourke, Team Leader for Entrepreneurial Development, US Small Business Administration discussed SBA's Tool Box which provides free access to small business. April Williams McCrory, President of North Star Marketing and Promotion, discussed frugal marketing techniques for cash-strapped small businesses. Edward S. Inman, III, Secretary of State, informed the group on the First Stop Business Center Services.

## **Marketing**

The event was marketed through direct mail from the Chamber of Commerce, the Small Business Advocacy Council and the Mount Hope Enterprise Zone. An e-mail newsletter was created for the SBAC web site.

## ***Survival Tips for Hispanic Small Business 10-29-2002***

### **Logistics**

On October 29, 2002 from 5:30 p.m. -8:30 p.m. in Providence at the Rhode Island College Faculty Center the Small Business Advocacy Council held the small business forum entitled "The Small Business Advocacy Council Presents: *Survival Tips for Hispanic Small Business*". The Office of the Lieutenant Governor, The Greater Providence Chamber of Commerce, the Rhode Island Small Business Development Center and the RI Hispanic American Chamber of Commerce sponsored the event.

### **Informational Exhibits**

There were four informational exhibits that were set up to disseminate information to the participants. The informational exhibitors the Rhode Island Manufacturing Extension Services, the RI Small Business Development Center, the RI Economic Development Corporation and the Secretary of State's First Stop Business Center.

### **Presenters**

There were three presenters who addressed topics of concern that were identified by the SBAC workgroup and the Hispanic American Chamber of Commerce. The topics included financing, Jamie Aguayo, US Small Business Administration discussed SBA's Tool Box which provides free access to small business. Vanessa Toledo, President, Virtual Marketing, discussed frugal marketing techniques for cash-strapped small businesses. Juana Horton, Executive Director, Hispanic American Chamber of Commerce, informed the participants on how her organization can empower small businesses.

### **Marketing**

The event was marketed through direct mail from the Hispanic

American Chamber of Commerce and the RI Small Business Development Center. The event was also announced through WPMZ radio.

## **Women Mean Business 5-7-2002**

*Nationally, women are starting new businesses at twice the rate of all other businesses and start-ups and own nearly 40% of all firms in the United States. In Rhode Island, women owned businesses are a vital aspect of our economy employing more than 133,000 workers and generating nearly \$16 billion in sales.*

*Recognizing this, the Small Business Advocacy Council in conjunction with the Center for Women and Enterprise, and the US Small Business Administration presented a forum aimed at providing women entrepreneurs, and those who are thinking of entering the marketplace, an arena to discuss the common obstacles and concerns that face them when they look to start or grow a business. Approximately 75 women attended.*

### **Logistics**

On May 7, 2002 from 5:30 p.m. -8:00 p.m. in Lincoln at the Amica Insurance Auditorium the Small Business Advocacy Council held the business forum entitled "Women Mean Business". The Office of the Lieutenant Governor, the U.S. Small Business Association and the Center for Women and Enterprise sponsored the event. Tillinghast Licht Perkins Smith & Cohen, LLP also provided assistance with the implementation of the program.

### **Informational Exhibits**

There were four informational exhibits that were set up to disseminate information to the participants. The informational

exhibitors the Rhode Island Manufacturing Extension Services, the RI Small Business Development Center, the RI Economic Development Corporation and the Secretary of State's First Stop Business Center.

## **Presenters**

The program featured a diverse cross-section of speakers. Delivering welcoming remarks and serving as the mistress of ceremonies was Cheryl Watkins Snead, President and CEO, Banneker Industries and the 2000 New England Minority Entrepreneur of the Year. Patricia O'Rourke, Team Leader, Entrepreneurial Development, US SBA and Carol Malysz, Director of the RI Center for Women and Enterprise welcomed the audience and held a discussion on business services that their organizations provide.

The Keynote presentation was presented by Ann Szostak, CEO, Fleet Bank Rhode Island. Ms. Szostak gave a presentation on her experience in business and touched on issues such as leadership, time management, and how to be an effective professional.

There was also a panel presentation entitled "**Business Ownership: the Challenges and Rewards**". The panel showcased female entrepreneurs at varying stages of their "business lives". The goal of the panel was to allow for the audience to hear different advice and points of view from female entrepreneurs at various levels of entrepreneurial experience. The presenters included Sarah Crawford, Proprieter, Bambini, LLC, who spoke on "starting up a business", Olga Bravo, Co-Owner, Olga's Cup and Saucer, who discussed "Staying in Business" and Patricia Tondreau, Founder and President of Creative Print Management, who spoke on "Life Beyond Business".

## **Marketing**

The event was marketed through direct mail from the US SBA and the Center for Women & Enterprise. Brochures were also distributed through all area Chambers of Commerce in Rhode Island. Extensive preview articles ran in the *Providence Business News*.

